About TLC

With more than 20 years of experience in the Australian lupin industry, spanning farming, food technology, research, manufacturing and marketing, we take a serious approach to nutrition and deliver an extensive array of on-trend food products with ability to tailored NPD offerings to suit specific retail channels.

Our state-of-the-art manufacturing & processing facility in WA provides us with a fully scalable operation.

- Vertically integrated Australian business with dedicated on farm storage
- Rapidly expanding national distribution
- Full scalability to meet market demand
- Extensive R&D capabilities
Delivering 40% protein, 37% fibre and less than 4% carbs, TLC’s Lupin Flakes and Super Lupin range is the new must-have for health-savvy shoppers.

From the same family as chickpea, Australian Sweet Lupin is a tasty legume that is one the world’s richest natural, gluten-free sources of combined protein (40%), dietary fibre (37%) and prebiotics with only 4% carbohydrate.

One 40g serve of TLC Lupin Flakes delivers 50% of your daily fibre needs plus:

- Calcium
- Magnesium
- Potassium
- Iron

Lupin Flakes

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Protein</td>
<td>40%</td>
</tr>
<tr>
<td>Fibre</td>
<td>37%</td>
</tr>
<tr>
<td>Carbohydrate</td>
<td>4%</td>
</tr>
<tr>
<td>Fat</td>
<td>6%</td>
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</tbody>
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Our TLC range is

- GLUTEN FREE
- VEGAN FRIENDLY
- LOW CARB
- HIGH PROTEIN
- HIGH IN PREBIOTICS
- AUSSIE OWNED & MADE
Our Market

TLC’s Aussie-made lupin products deliver a comprehensive range of on-trend, low-carb, gluten free, protein powered foods with a focus on taste, value, quality and nutrition.

Consumers want:
- all-natural, gluten free, low carb foods
- affordable, on-the-go food that is delicious and nutritious
- plant-based proteins
- high fibre without excessive carbs
- new and exciting food options
- clean, wholesome Aussie food
- anything deliciously nutritious

PERFECT FOR BUSY PEOPLE

TLC Lupin Flakes only take 3 minutes to cook making them a versatile gluten free alternative to high carb grains, rice & cous cous.

Who Loves Lupin?

Active Healthy Lifestylers

Busy young singles or couples aged 19 - 35 (older if no kids).
Lead a fit & active lifestyle. Strong preference toward natural, low-carb, high protein and gluten free foods that align to their dietary and lifestyle values (raw, vegan, fodmap friendly, refined sugar free etc).
Loves TLC because it provides an easy way to increase protein & fibre without the gluten & high calories.

Everyday Mum

Pro-actively looking for healthy lunch-box treats, easy dinners and on-the-go snacks for the family.
Strong growing preference towards locally-made, Australian grown, community focused family brands.
Taste, value, quality & nutrition are high on her shopping list.
Loves TLC because it’s an Aussie brand that offers healthy alternatives that are easy to make.

Food Explorer

Everyday mainstream shopper that is open to trying new healthier alternatives to foods they like as long as it delivers on taste and value.
Enjoys modern scratch cooking using fresh ingredients but may still opt for convenient ingredients like pastes & sauces.
Loves TLC because it provides a delicious low carb alternative to dips, rice & quinoa.
TLC Lupin Flakes

TLC Lupin Flakes are grown & packed in our state-of-the-art processing facility in WA from 100% sustainably grown & GMO-Free Australian Sweet Lupins.

Our flakes are easy to use, delicious to eat and can be added to just about any dish you can possibly think of.

- pleasant nutty flavour
- alternative to glutinous grains, rice or quinoa
- 40% protein
- 37% dietary fibre
- 4% carbohydrate
- gluten, dairy & nut free
- source of prebiotics
- vegan friendly

TLC Make @ Home

TLC Make at Home leads the way in bake-at-home trend innovation with a high protein, high fibre, gluten free range of classic favourites & on-trend DIY bake at home super snacks.

Each pack contains the dry ingredients to make super tasty, nutritious, easy to prepare snacks and dishes.

- High protein
- High dietary fibre
- Low carb
- Gluten free
- Vegan friendly
- Easy to make
- Aussie made with TLC
- Source of prebiotics
A Bright Future

Interest and hype around lupin continues to grow. Our objectives are clear:

✓ Continue to leverage interest in health and wellbeing
✓ Pursue more domestic and international sales
✓ Pursue more quality partnerships
✓ Continue to expand and diversify our range
✓ Continue to educate around our key messages
Proactive Marketing

We believe in proactive marketing and have developed a comprehensive marketing program aimed at increasing trial, frequency and incremental baseline sales growth for the TLC brand.

Since launching in April 2017, we have reached over 6.7m Australians through mainstream media and online influencer networks.

We have activated this audience online with a website and growing social media tribe. We are set to continue growing this momentum with our proactive marketing plan.

Being Seen

- Social Media & Digital Display
- Instore Promotions
- Proactive Lifestyle Sampling
- Ambassador Program
- Influencer Marketing & PR
- Catalogue & retail support
- Website & Event Marketing
Making Everyday Brighter

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